

MINUTES
BEN GEREN PARK BOARD MEETING
April 13, 2009
12:00 Noon

The regular meeting of the Ben Geren Park Board was held at 12:00 noon, April 13, 2009, at the Ben Geren Park Community Building, 7200 Zero, Fort Smith, Arkansas.

Present were:

Mr. Wayne Hancock
Mr. Frank Glidewell
Mr. Eddy Beshears
Mr. Jerry Neel

Absent were:

Mr. Bud Harper

Others present were:

Sebastian County Judge David Hudson
Mr. Jerry Roberts, Assistant County Administrator
Mrs. Sue Reed, Sebastian County Comptroller
Mr. Joe Gaa, Parks Administrator
Mr. Steve Nicholls, Golf Professional
Mrs. Paula Vincent, Administrative Secretary
Mr. Rusty Garrett, Times Record

The meeting was called to order at 12:05pm by Mr. Wayne Hancock, Chairman.

There being no corrections or additions to the minutes of the Regular Meeting of March 9, 2009, Mr. Eddy Beshears moved and Mr. Jerry Neel seconded that they be approved as submitted. Motion carried unanimously.

The first item on the agenda was the Monthly Financial Reports. A total of \$48,547.45 for the Golf Course and \$2,745.97 for the Front Side was transferred to County Treasurer for March 2009.

Responding to a question about 2009 capital equipment purchases, Joe Gaa said for 390 Park and Recreation, a tractor, front deck mower, and power rake were purchased. For 391 Golf Course, a used sand pro and golf carts were purchased.

The next item on the agenda was briefing on golf course marketing plan by Steve Nicholls. To date 117 annual tickets have been sold. Twenty-one are new, with four of those being returning players. Revenues to date are \$79,337 for 2009 compared to \$66,974 for 2008. March and April newsletters have gone out. Twice as many are being sent by e-mail, with about an equal number returning. Our Spring newspaper ad ran Sunday, April 5, and Friday, April 10. Radio ads are ongoing, with the possibility of doing something with Cumulus beginning in May. Golf leagues have started and are scheduled on Mondays, Tuesdays, and Wednesdays. Media

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Day will be scheduled when the course is in peak condition. Ben Geren is one of 500 courses selected to participate in the national Get Golf Ready program. This includes five lessons for five days for \$99. Upcoming special events include two tournaments in April and Callaway Golf Demo Day in May. A new promotion is Play Golf for an hour including cart for only \$10.

The next item on the agenda was Parks Administrator Report by Mr. Joe Gaa, included in the packet in writing. The Parks Strategic Planning Process is progressing on schedule. By 2010, the Department will be functioning by the directives in the Strategic Plan. For 2009, we have implemented a new Organizational Management Plan for the Golf Course operations to centralize management of the golf course. It is anticipated that this plan will help improve efficiency and meet the goals of improved marketing, customer service, and golf course conditions, while advancing the success of Ben Geren Golf Course. Effective April 1, the park began operating under its peak season hours, being 6:30am to 11:00pm. We are anticipating a busy and successful year for the Sebastian County Parks Department.

Under old business, Joe Gaa updated the Board on the Tennis Complex operations. Activities are being coordinated from the Administrative Office. The schedule includes High School practice, meets, and First Serve tennis clinics.

The two items on the agenda under new business were approval of Special Events on the calendar for April and May. Mr. Frank Glidewell moved and Mr. Eddy Beshears seconded that they be approved. Motion carried unanimously.

Joe Gaa followed up on changes in the Softball program, saying that growing pains are being felt by both the Ben Geren Softball Association and County Maintenance Staff. A seasonal worker has been hired to run the Miniature Golf facility.

Judge Hudson Comments: He is encouraged by good reporting by the media following Strategic Planning meetings and more potential partners being involved in the Strategic Planning process. Implementing this plan will involve future budget planning by the Quorum Court. He is also encouraged by Steve Nicholls' enthusiasm with the Golf program.

Mr. Eddy Beshears moved and Mr. Jerry Neel seconded that the meeting be adjourned. Motion carried unanimously. The meeting was adjourned at 12:40 p.m.

Respectfully submitted,

Paula Vincent
Administrative Secretary